

Sunrise Sentinel

June 23, 2010

Officers and Directors 2009 – 2010

President	Nathan White
President Elect	Donas Cole
Secretary	Juli Smith
Secretary Emeritus	Mary Lou Lee
Treasurer	Weldon Copeland
Vice President, Fund Raising	Chuck Koehler & Jeff Caserotti
Club Service Director	Eric Holt
Vocational Service Director	Gary Taylor
Community Service Director	Jim Gilmore
International Service Director	Bill Smith
Rotary Foundation Chair	Jim Pearson
Sunrise Sentinel Editorian/Webmaster	Gary Taylor
Sergeant-at-Arms	Lyle Froese

Past Presidents

2008-09	Pamela Zeigler-Petty
2007-08	Bill Bilyeu
2006-07	Tom Parker
2005-06	K. Lyle Froese
2004-05	Timothy Kocsis
2003-04	Scott Dillashaw
2002-03	Linda Paluga
2001-02	Steven Mitas
2000-01	Jeff Caserotti
1999-00	Larry Offerdahl
1998-99	Chuck Koehler
1997-98	Frank Shushok
1996-97	Pat Beaman
1995-96	Linda Terry
1994-95	Paul Yeager
1993-94	Bob Flinchbaugh

Rotary District 5810

District Governor	Dave McSpadden, Waxahachie
District Governor Elect	Linda Elliot, Grand Prairie
District Governor Nominee	Bud McBrayer, Plano Sunrise

Rotary International

President	John Kenny, Grangemouth, Scotland
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Club Meeting Time and Location

07:30 Wednesday Morning
Eldorado Country Club
McKinney, TX

Today's Program

Sponsored by Tom Parker

Todd & Deanna Moore



Lucky Layla Farms

The Four Way Test
of the things we think say or do....

1. Is It the Truth
2. Is It Fair to All Concerned
3. Will it Build Goodwill and better Friendships
4. Will it be Beneficial to all Concerned



Rotary Club of McKinney Sunrise, District 5810
Club Number 28762, Chartered May 22, 1992
P.O. Box 2244, McKinney, Texas, 75070
www.mckinneysunriserotary.org



Todd & Deanna Moore – Lucky Layla Farms

In 1936, W.L. Moore bought a small stock farm in Plano, Texas because it reminded him of his home in Tennessee. On this farm there were all types of livestock including pigs, sheep, beef cows, horses, turkey, chickens, and two Guernsey milk cows. Mr. Moore loved buttermilk and this insured the future of Guernsey cows on this farm. Guernsey cows have high butter fat and vitamin rich milk.

In the 1950's W.L. Moore's son, William Lee (Bill) Moore Jr., started Lavon Farms to grow the dairy herd to a commercial status with state of the art breeding and milking equipment to become a Grade A dairy farm. Mr. Bill Moore sold all the other livestock to focus on the nutrient-rich Guernsey milk and Guernsey cow genetics. This would be the start of the 60 plus year history of breeding and showing Champion Guernsey cows.

In 1992, Todd Moore, son of Mr. Bill Moore, choose to return to the farm and continue promoting the Guernsey cow. Todd and his father wanted to increase the dairy herd. Guernsey cows were hard to find so they bought a few Jersey cows because they were available and had comparable milk components.

In 1996, Todd took over the farm completely and has continued to take the dairy herd to new heights through artificial insemination, embryo transfer and hands-on dairy farm management. In 1999, a home-bred cow named Lavon Farms Layla was born. Todd has always enjoyed traveling the show circuit with his champion Guernsey cows but it was Layla, a 3 time National Grand Champion, that gave the dairy company its brand name.

In 2005, Todd Moore built a Grade A creamery in Garland, Texas to manufacture Lucky Layla Farms brand superior handcrafted dairy products. Award-winning golden butter, fresh and aged cheeses, and drinkable yogurts have emerged from his devotion to his champion Guernsey & Jersey cows. That first blue ribbon from the American Cheese Society made him feel like his new brand was on the right track.

Todd and his wife operate Lavon Farms dairy farm, the creamery, do the marketing and sales of their dairy products. In 2009, the Moore Family obtained a permit from the State of Texas to sell their fresh Grade A Raw Guernsey & Jersey Milk for retail at the dairy farm in East Plano.

Connie Yeager wins big

In a dramatic turnaround from our last Queen of Hearts game which saw 50 cards being drawn before a Phyllis Davis was crowned the winner and received \$520, this go around, on the fifth card drawn, Connie Yeager pulled the queen of hearts from the deck and was our most recent winner of the game and a whopping \$520. Congratulations to both Phyllis and Connie for being the last two winners of our card game. Weldon Copeland will be announcing the stakes of our next game very soon.



Foundation Approves First Global Grant

The Rotary Foundation has approved the first global grant under the Future Vision pilot, set to begin on 1 July, for a project to combat the spread of dengue fever in Indonesia.

With a total project budget of roughly US\$39,000, Rotarians in districts 7980 (Connecticut, USA) and 3400 (Indonesia) aim to help disrupt the breeding cycle of the mosquitoes that transmit the disease in Kadipiro, a community of 49,000 factory workers on the outskirts of Surakarta, Central Java, Indonesia.

Dengue fever is a painful and debilitating disease that is particularly prevalent in tropical and subtropical urban settings. With no vaccines available to halt its spread, the illness affects 50 to 100 million people annually, according to the World Health Organization, and causes about 22,000 deaths a year.

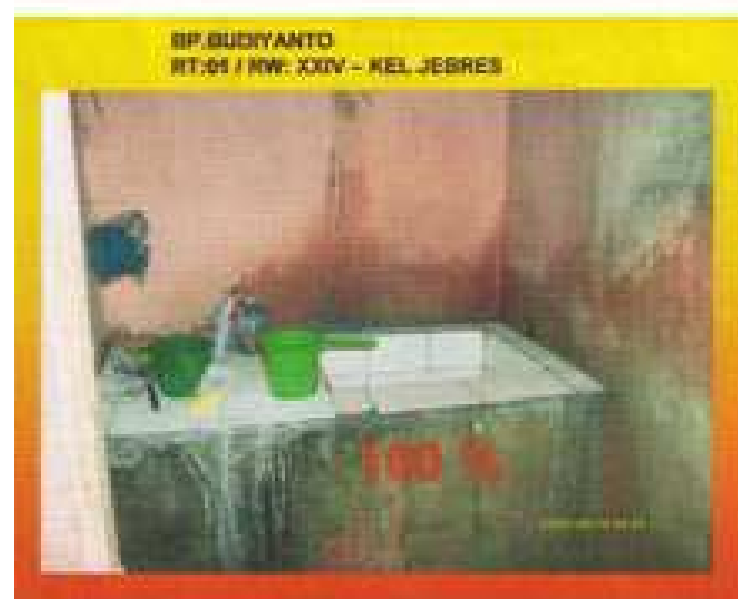
The global grant includes \$15,660 from the Foundation, which will be combined with \$7,740 in District Designated Fund (DDF) allocations from the two districts, and another \$15,844 raised by participating Rotary clubs. The project supports the disease prevention and treatment [area of focus](#).

Most of the funds will go toward hiring contractors to install white ceramic tiling on the interior surfaces of Indonesian-style cement bathtubs in 900 homes, making it easier to spot gray mosquito larvae spawned in the tubs.

Prevention

The Rotary Club of Solo Kartini, which came up with the project idea, will work with local health officials and health care groups to educate the community on prevention measures, including emptying and scrubbing the tubs twice a week, closing the lid on water containers, and burying waste that can collect water. Rotarians will also oversee a group of monitors, who will be paid a small stipend to visit the participating homes weekly, checking on compliance and keeping records.

"To be the first [global grant approved] was a very satisfying result, for both us and the host partner," says Paul Spiekermann, a member of the Rotary Club of Westport who heads up the grant committee for District 7980. "We chose this project because of its measurability and public health benefits. Whatever the results are, it will carry us a step further in handling dengue fever."



A typical Indonesian-style cement bathtub (top), and after installation of white ceramic tile (bottom) designed to make it easier to spot mosquito larvae. *Photo courtesy of District 7980*

Spiekermann is a physician specializing in tropical diseases and has worked with Indonesian clubs on Matching Grant projects. He says that the data from this latest effort will be handed over to the mayor of Surakarta, and that the project is expected to serve as a model throughout Indonesia.

One hundred districts are participating in the Future Vision pilot, a three-year test of the new grant structure offered through the Foundation's Future Vision Plan.

Global grants are one of two types of grants under the plan. They support large, international projects with sustainable outcomes in the areas of focus, which correspond to the Foundation's mission.

Clubs and districts can use DDF or cash contributions to fund global grant activities and receive matching funds from the Foundation. In addition, clubs and districts can sponsor packaged global grants developed by the Foundation with its strategic partners.

Area Meeting Makeup Locations

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<p style="text-align: center;">11:45 Farmers Branch Rotary Club, Holiday Inn Select Galleria Area 2645 LBJ Freeway Dallas, Texas</p> <p style="text-align: center;">Noon Richardson Rotary Club Canyon Creek Country Club 625 Lookout Drive</p>	<p style="text-align: center;">7:30 AM Frisco Sunrise Rotary Club Embassy Suites, Gaylord & Parkwood</p> <p style="text-align: center;">Noon Farmersville Rotary Club O.E. Carlisle Civic Center 201 Orange St. @ Hill Street</p> <p style="text-align: center;">Noon Plano West Rotary Club Greek Isle Rest. @ 3309 N. Central Expressway</p>	<p style="text-align: center;">Noon Allen Rotary Club Chase Oaks Golf Club @ 7201 Chase Oaks Blvd</p> <p style="text-align: center;">Noon Plano Metro Rotary Club Glen Eagles Country Club 5401 W. Park Blvd.</p> <p style="text-align: center;">Noon Prestonwood Rotary Club Prestonwood Country Club 15909 Preston Rd., Dallas</p> <p style="text-align: center;">Noon Richardson East Rotary Club Canyon Creek Country Club 625 Lookout Drive.</p>	<p style="text-align: center;">Noon Frisco Rotary Club Dallas Baptist Univ. at Frisco 3211 Internet Blvd.</p> <p style="text-align: center;">Noon Hurricane Creek Rotary Club Hurricane Creek Country Club 1800 Fairway Lane, Anna</p> <p style="text-align: center;">Noon Plano Rotary Club Southfork Hotel 1600 N. Central Expressway</p>	<p style="text-align: center;">7 AM Plano Sunrise Rotary Club Tino's Two Restaurant 2205 Avenue K</p> <p style="text-align: center;">Noon McKinney Rotary Club Ricks Chop House 107 N. Kentucky St.</p> <p style="text-align: center;">Noon Richardson Central Rotary Club Richardson Hotel 701 E. Campbell</p> <p style="text-align: center;">Noon Park Cities Rotary Club Maggiano's Little Italy 205 North Park Center, Dallas</p>
<p style="text-align: center;">Online Makeup www.rotaryclubone.org</p>				
<p>Edited 04/01/08</p>				

Heads Up! Programs and Events

June 23-----Todd & Deanna Moore – Lucky Layla Farms
Sponsored by Tom Parker
June 28-----Board Meeting – Market Street Culinary School 7:00 AM
June 30-----Kelly Kemp – Export-Import Bank of US – Business Development
Sponsored by Phyllis Davis
July 7-----Officer Installation Banquet – 6:30 PM – Outback Steakhouse Plano
July 14-----Ron Danforth
July 21-----Weldon Copeland
July 28-----Kris Falvo
August 4-----Ed Miles

Today's Thoughts in Honor of

Forgiveness Day – June 26

"Forgiveness breaks the chain of causality because he who forgives you -- out of love--takes upon himself the consequences of what you have done. Forgiveness, therefore, always entails a sacrifice."

Camera Day – June 29

"That the outer man is a picture of the inner, and the face an expression and revelation of the whole character, is a presumption likely enough in itself, and therefore a safe one to go on; borne out as it is by the fact that people are always anxious to see anyone who has made himself **famous**. Photography offers the most complete satisfaction of our curiosity."

- **Arthur Schopenhauer (1788 – 1860)**

Nine Out of Ten

I was meeting a friend in a bar and as I went in, I noticed two pretty girls looking at me.

"Nine," I heard one whisper as I passed.

Feeling pleased with myself, I swaggered over to my buddy and told him a girl had just rated me a nine out of ten.

"I don't want to ruin it for you," he said, "but when I walked in, they were speaking German."

Member Name	Work	Home	Cell	Classification
Scott Becker	972-548-3613	972-984-1817	817-269-0889	Asst. District Attorney
Bill Bilyeu	972-548-4698	214-686-1329	214-686-1329	Collin Co. Admin
Jeff Caserotti	972-548-1199	972-562-7249	214-850-4841	Auto Insurance
Trevor Castilla	972-569-9193	972-529-6534	469-371-5409	Civil Engineer
Donas Cole	972-548-5482	972-548-6908	903-348-3300	Hospital Admin
Weldon Copeland	972-548-3811	972-562-0838		Judge – Probate
Ronald Danforth	972-562-4112	972-562-9790	469-233-3871	Atty – Crim. Law
Phyllis Davis			972-658-5800	Real Estate Broker
Kris Falvo	972-529-2559	214-548-4928	214733-9558	YMCA Exec Director
Lyle Froese	972-523-8350	972-569-8843	972-523-8350	Ed Admin
Sandi Froese	903-815-4779	972-569-8843	903-815-4779	Ed Admin
Jim Gilmore	972-562-6950	214-544-1361	972-529-8503	Residential Ins
Steve Goodman				Criminal Investigation
Eric Holt	972-542-4359	972-800-7552	972-800-7552	Financial Advisor
Larry Jones	972-548-4532		214-733-9211	IT Architect
Stacey Kemp	972-548-4136	972-837-2534	214-356-4808	County Govt. Admin
Tim Kocsis	972-547-6404	972-838-1808	972-670-3850	Comp. Programmer
Chuck Koehler		972-529-1110	214-796-0504	Financial Mgmt
Mark Lowe	972-540-2152	972-377-6688	214-870-5959	Trust Officer
Brian Loughmiller	972-529-5554	972-529-9030	214-924-6900	Atty – Family Law
Ed Miles		972-540-1541	214-673-5284	Psychologist
Steve Mitas	972-547-6404	972-838-1807	972-670-1197	Comp. Software
Bryan Northington	972-569-0170	972-547-4958	469-569-6814	Auto Collision Mgr.
Tom Parker	972-540-2180	972-540-2180	972-824-8661	Ed. Admin – Pers.
Jim Pearson	972-562-9787	214-533-2787	214-533-2787	Real Estate App.
Robert Ridgeway	972-439-1027			General Law Practice
Juli Smith	972-562-6996	972-562-1866	972-658-9977	Non-Profit
Bill Smith	972-838-1313	972-569-8811	985-774-4048	Financial
Gary Taylor	972-548-5140	972-984-1052	972-984-0661	Groc. Store Mgmt
Linda Terry	972-542-5561	972-548-0091	469-450-4100	Fire & Casualty Ins
Nathan White	972-979-9204	972-562-6445	972-979-9204	Judiciary
Connie Yeager	972-529-1351	972-529-1351	214-693-2510	Health Ins. – Ret.
Paul Yeager	972-529-1351	972-529-1351	214-695-0074	City Council – Ret.
Pamela Zeigler-Petty	972-398-4027	972-540-5383		Bank Mgt – Bus. Banking
Honorary Member				
Mary Lou Lee	972-529-1778	972-529-1778	214-733-2084	Printing – Ret. - Honorary

*Note: Please notify Juli Smith if there is a change in your phone number or e-mail address. Thank you
Having your number here makes it a public record, please notify Gary if you prefer not to have it listed here.*